

100

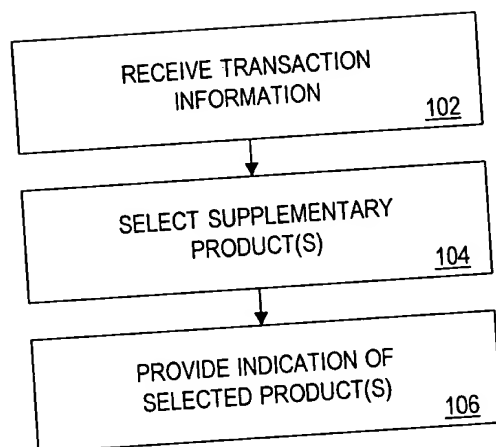


FIG. 1

005650" 4260960

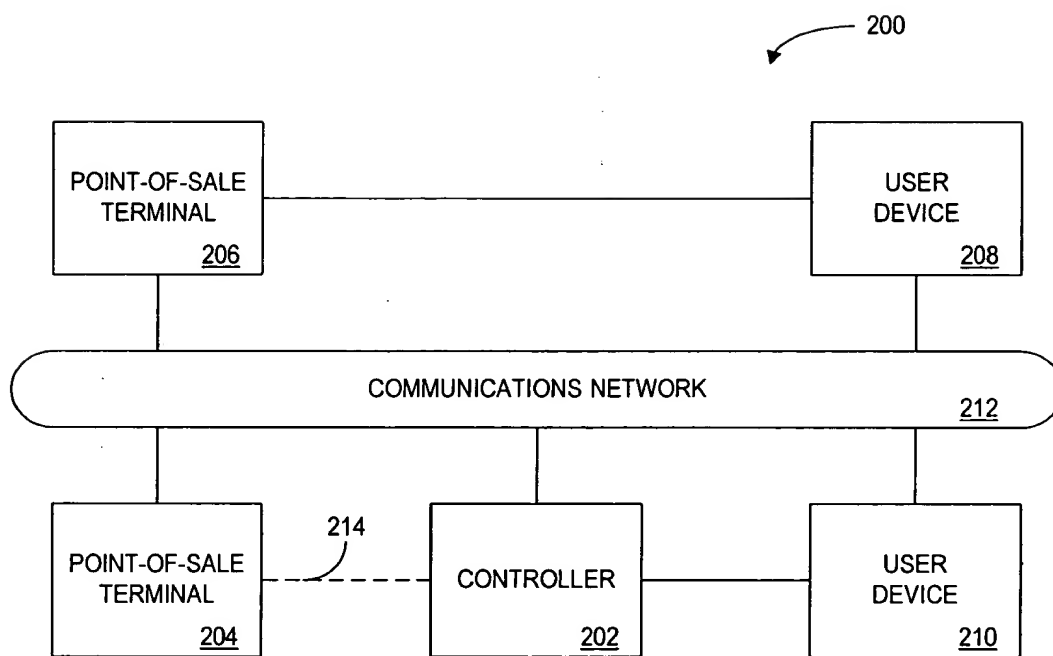


FIG. 2

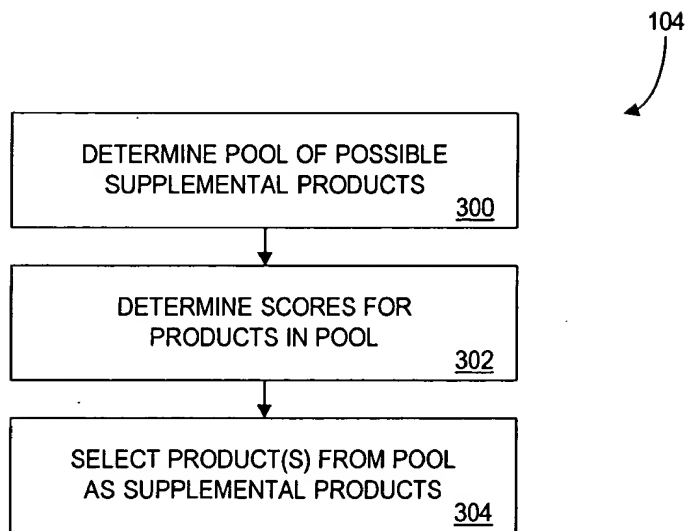


FIG. 3

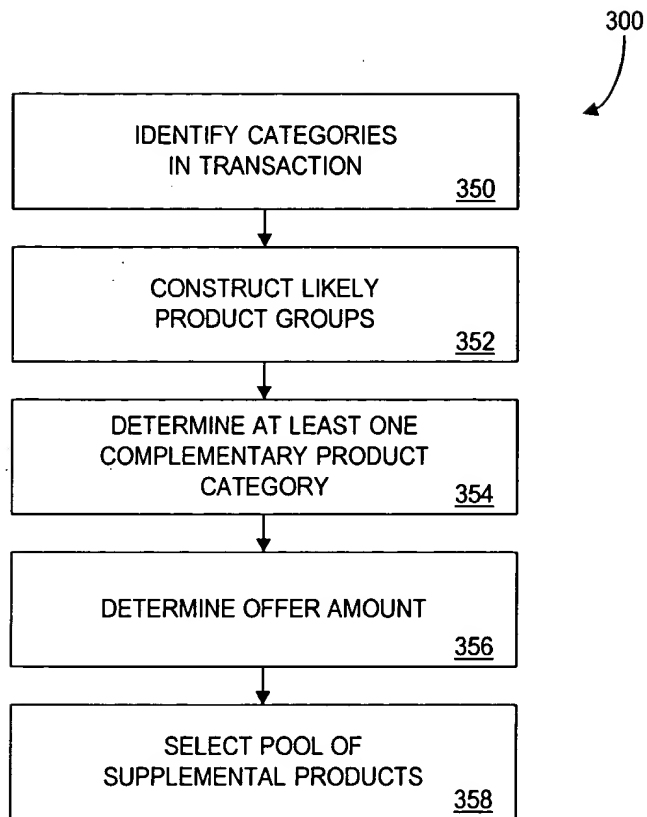


FIG. 4

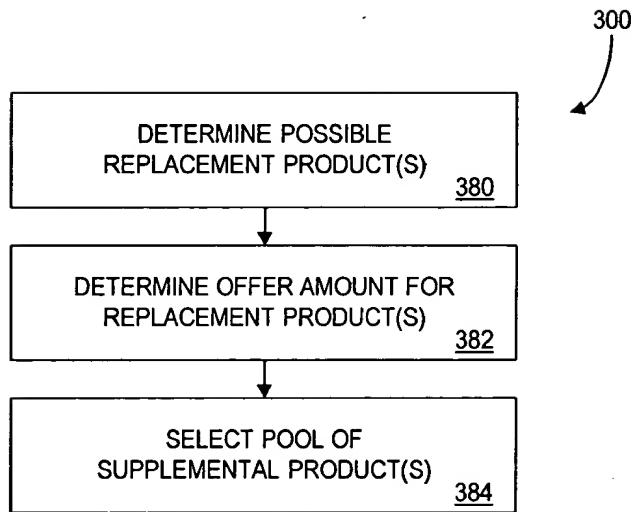


FIG. 5

202302230918

400

TRANSACTION IDENTIFIER:T-41-1730918			410
SUBTOTAL: \$9.50			408
ITEM ORDERED 402	PRODUCT CATEGORY 404	QUANTITY 406	
DOUBLE-DECKER BURGER	SPECIALTY SANDWICH	1	
CHEESEBURGER	SANDWICH	2	
MEDIUM FRIES	SIDE ORDER	1	
LARGE FRIES	SIDE ORDER	1	
LARGE SOFT DRINK	BEVERAGE	1	

FIG. 6

THE **NEW** **YORK** **PUBLIC** **LIBRARY**

FIG. 7

500

TRANSACTION IDENTIFIER:T-41-1730918	
ITEM ORDERED <u>502</u>	REMAINING ITEMS <u>504</u>
CHEESEBURGER	SANDWICH
CHEESEBURGER	SANDWICH
LARGE FRIES	SIDE ORDER

FIG. 8

550

TRANSACTION IDENTIFIER: T-41-1730918	
GROUP: MEAL 2	
PRODUCT CATEGORY <u>552</u>	ITEM ORDERED <u>554</u>
SANDWICH	CHEESEBURGER
SANDWICH	CHEESEBURGER
SIDE ORDER	LARGE FRIES
BEVERAGE	MISSING ITEM
DESSERT	MISSING ITEM

FIG. 9

009250" 22320360

600

TRANSACTION IDENTIFIER: T-41-1730918			
SUBTOTAL: \$9.50			
ROUND-UP AMOUNT: \$0.50			
602			
ITEM ORDERED	PRODUCT CATEGORY	QUANTITY	UNIT PRICE
DOUBLE-DECKER BURGER	SPECIALTY SANDWICH	1	\$2.35
CHEESEBURGER	SANDWICH	2	\$1.35
MEDIUM FRIES	SIDE ORDER	1	\$1.15
LARGE FRIES	SIDE ORDER	1	\$1.85
LARGE SOFT DRINK	BEVERAGE	1	\$1.45

FIG. 10

003230" 22920360

650

TRANSACTION IDENTIFIER: T-41-1730918		
SUBTOTAL: \$9.50		
ROUND-UP AMOUNT: \$0.50		
ITEM	PRODUCT CATEGORY	COST
COOKIES	DESSERT	\$0.23
APPLE PIE	DESSERT	\$0.13
ICE CREAM CONE	DESSERT	\$0.21
SMALL MILK SHAKE	DESSERT	\$0.37
JUICE	BEVERAGE	\$0.36
SMALL SOFT DRINK	BEVERAGE	\$0.08
MEDIUM SOFT DRINK	BEVERAGE	\$0.11
HAMBURGER	SANDWICH	\$0.37
CHEESEBURGER	SANDWICH	\$0.45

FIG. 11

700

REPLACE ITEM RULES		
ITEM ORDERED 702	REPLACEMENT ITEM 704	REPLACEMENT COST 706
HAMBURGER	CHEESEBURGER	\$0.11
HAMBURGER	QUARTER POUND HAMBURGER	\$0.23
HAMBURGER	DOUBLE-DECKER BURGER	\$0.31
CHEESEBURGER	QUARTER POUND HAMBURGER	\$0.18
CHEESEBURGER	DOUBLE-DECKER BURGER	\$0.25
8 PIECE CHICKEN NUGGET	12 PIECE CHICKEN NUGGET	\$0.22
MEDIUM FRIES	LARGE FRIES	\$0.30
SMALL SOFT DRINK	MEDIUM SOFT DRINK	\$0.21
SMALL SOFT DRINK	LARGE SOFT DRINK	\$0.27

FIG. 12

TRANSACTION IDENTIFIER:T-41-1730918		
ITEM ORDERED	REPLACEMENT ITEM	REPLACEMENT COST
CHEESEBURGER	QUARTER POUND HAMBURGER	\$0.18
CHEESEBURGER	DOUBLE-DECKER BURGER	\$0.25
MEDIUM FRIES	LARGE FRIES	\$0.30

FIG. 13

PROFIT SCORING SUB-PROCESS													
WEIGHT: 4												830	
TRANSACTION IDENTIFIER: T-41-173-0918													
SUBTOTAL: \$9.50												812	
OFFER AMOUNT: \$0.50												810	
ADDITIONAL ITEM													
ADDITIONAL ITEM	802	PRODUCT CATEGORY	804	ITEM COST	814	ITEM PROFIT	818	RELATIVE PROFIT PERCENTAGE	822	PROFIT BASED SCORE	826	WEIGHTED SCORE	832
COOKIES		DESSERT		\$0.23		\$0.27		16.67		16.67		66.67	
ICE CREAM CONE		DESSERT		\$0.31		\$0.19		11.73		11.73		46.91	
MEDIUM SOFT DRINK		BEVERAGE		\$0.11		\$0.39		24.07		24.07		96.30	
REPLACE ITEM													
ORDERED ITEM	806	REPLACE ITEM	808	REPLACEMENT COST	816	ITEM PROFIT	820	RELATIVE PROFIT PERCENTAGE	824	PROFIT BASED SCORE	828	WEIGHTED SCORE	834
CHEESEBURGER		QUARTER POUND HAMBURGER		\$0.18		\$0.32		19.75		19.75		79.01	
CHEESEBURGER		DOUBLE-DECKER BURGER		\$0.25		\$0.25		15.43		15.34		61.73	
MEDIUM FRIES		LARGE FRIES		\$0.30		\$0.20		12.35		12.35		49.38	

FIG. 14

POPULARITY SCORING SUB-PROCESS						
WEIGHT: 3						830
TRANSACTION IDENTIFIER: T-41-1730918						
SUBTOTAL: \$9.50						812
OFFER AMOUNT: \$0.50						810
ADDITIONAL ITEM						
ADDITIONAL ITEM 802	PRODUCT CATEGORY 804	TAKE RATE (%) 852	RELATIVE POPULARITY PERCENTAGE 856	POPULARITY BASED SCORE 860	WEIGHTED SCORE 864	
COOKIES	DESSERT	15	15.79	15.79	47.37	
ICE CREAM CONE	DESSERT	6	6.32	6.32	18.95	
MEDIUM SOFT DRINK	BEVERAGE	21	22.11	22.11	66.33	
REPLACE ITEM						
ORDERED ITEM 806	REPLACE ITEM 808	TAKE RATE (%) 854	RELATIVE POPULARITY PERCENTAGE 858	POPULARITY BASED SCORE 862	WEIGHTED SCORE 868	
CHEESEBURGER	QUARTER POUND HAMBURGER	12	12.63	12.63	37.89	
CHEESEBURGER	DOUBLE-DECKER BURGER	9	9.47	9.47	28.42	
MEDIUM FRIES	LARGE FRIES	32	33.68	33.68	101.05	

FIG. 15

850

900

DISCOUNT SCORING SUB-PROCESS						
WEIGHT: 3						830
TRANSACTION IDENTIFIER: T-41-1730918						
SUBTOTAL: \$9.50						812
OFFER AMOUNT: \$0.50						810
ADDITIONAL ITEM						
ADDITIONAL ITEM 802	PRODUCT CATEGORY 804	RETAIL PRICE 902	DISCOUNT 906	RELATIVE DISCOUNT PERCENTAGE 910	DISCOUNT BASED SCORE 914	WEIGHTED SCORE 918
COOKIES	DESSERT	\$0.85	\$0.35	13.46	13.46	26.92
ICE CREAM CONE	DESSERT	\$1.10	\$0.60	23.08	23.08	46.16
MEDIUM SOFT DRINK	BEVERAGE	\$1.20	\$0.70	26.92	26.92	53.85
REPLACE ITEM						
ORDERED ITEM 806	REPLACE ITEM 808	RETAIL PRICE DIFFERENCE 904	DISCOUNT 908	RELATIVE DISCOUNT PERCENTAGE 912	DISCOUNT BASED SCORE 916	WEIGHTED SCORE 920
CHEESEBURGER	QUARTER POUND HAMBURGER	\$0.75	\$0.25	9.62	9.62	19.23
CHEESEBURGER	DOUBLE-DECKER BURGER	\$1.00	\$0.50	19.23	19.23	38.46
MEDIUM FRIES	LARGE FRIES	\$0.70	\$0.20	7.69	7.69	15.38

FIG. 16

950

CUMULATIVE SCORING SUB-PROCESS					
TRANSACTION IDENTIFIER: T-41-1730918					
SUBTOTAL: \$9.50					<u>812</u>
OFFER AMOUNT: \$0.50					<u>810</u>
ADDITIONAL ITEM					
ADDITIONAL ITEM <u>802</u>	PROFIT SCORE <u>952</u>	POPULARITY SCORE <u>956</u>	DISCOUNT SCORE <u>960</u>	CUMULATIVE SCORE <u>964</u>	
COOKIES	66.67	47.37	26.92	140.96	
ICE CREAM CONE	46.91	18.95	46.16	112.02	
MEDIUM SOFT DRINK	96.30	66.33	53.85	216.48	
REPLACE ITEM					
ORDERED ITEM <u>806</u>	PROFIT SCORE <u>954</u>	POPULARITY SCORE <u>958</u>	DISCOUNT SCORE <u>962</u>	CUMULATIVE SCORE <u>966</u>	
QUARTER POUND HAMBURGER	79.01	37.89	19.23	136.13	
DOUBLE-DECKER BURGER	61.73	28.42	38.46	128.61	
LARGE FRIES	49.38	101.05	15.38	165.81	

FIG. 17

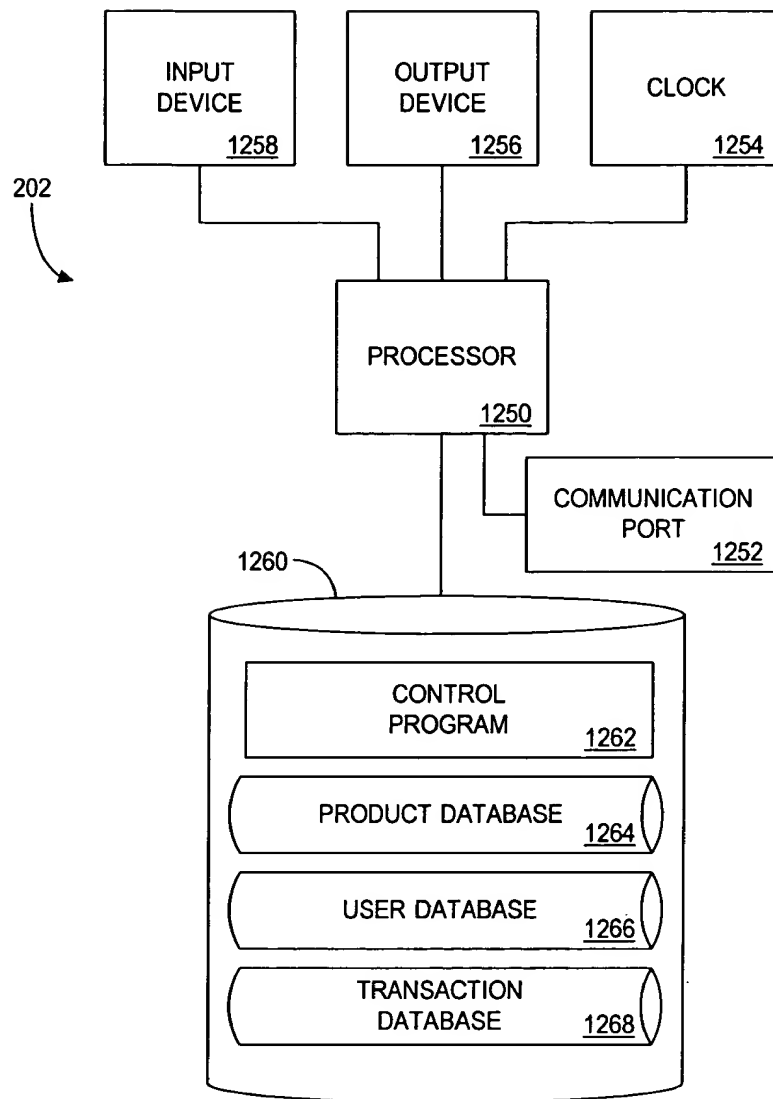


FIG. 18

1009290 2560360

1264

PRODUCT/ SERVICE IDENTIFIER 1300	PRODUCT/ SERVICE NAME/ DESCRIPTION 1302	CATEGORY 1304	PRICE 1306	COST 1308
P-0984-90234	HAMBURGER	SANDWICH	\$1.10	\$0.40
P-0283-17234	CHEESEBURGER	SANDWICH	\$1.35	\$0.45
P-1230-89127	DOUBLE-DECKER BURGER	SPECIALTY SANDWICH	\$2.35	\$0.65
P-8902-29037	LARGE FRIES	SIDE ORDER	\$1.85	\$0.37
P-0902-09823	MEDIUM FRIES	SIDE ORDER	\$1.15	\$0.21
P-5678-12345	LARGE ONION RINGS	SIDE ORDER	\$2.15	\$0.48
P-7654-09876	SMALL SOFT DRINK	BEVERAGE	\$1.15	\$0.08
P-0123-99887	LARGE SOFT DRINK	BEVERAGE	\$1.45	\$0.36

1310
1312
1314
1316
1318
1320
1322
1324

FIG. 19

1. The first group of people who are not in the majority are the people who are not in the majority.

TRANSACTION IDENTIFIER	DATE/TIME	USER IDENTIFIER	PRODUCT/ SERVICE
T-1-9348275	1/16/00 5:35 PM	C-12-12-123434	P-0984-90234-02
T-2-8973462	1/16/00 9:20 PM	C-92-46-982734	P-1230-89127-12
T-3-9087234	1/20/00 4:28 PM	C-92-46-982734	P-0928-09823-58
T-4-9087234	2/11/00 10:20 AM	C-05-12-100194	P-1230-89127-12 P-1492-12010-71
T-5-9087234	2/12/00 7:30 AM	C-03-04-196337	P-1519-72193-02 P-1492-12010-71

FIG. 21

009290 22920960

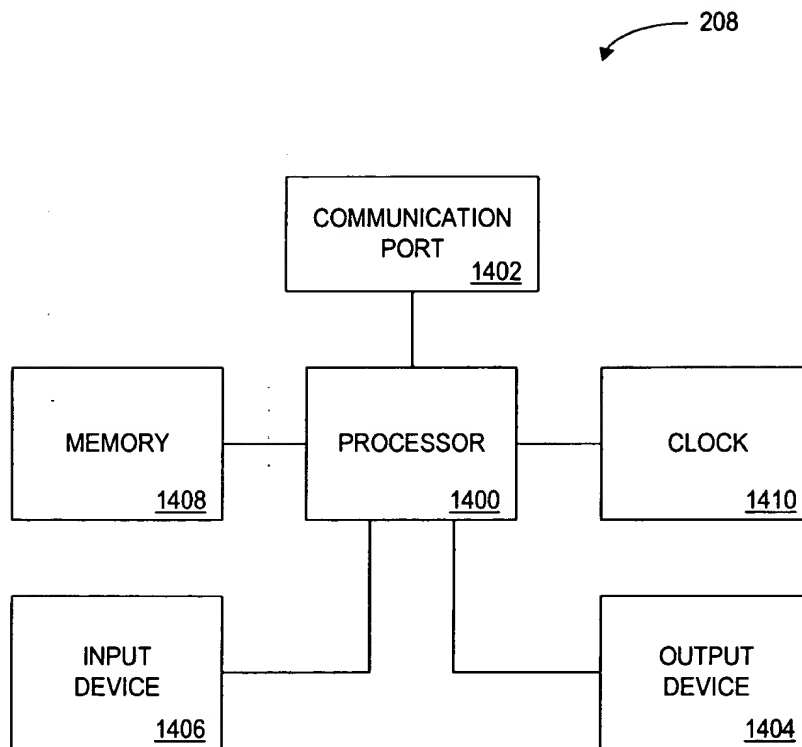


FIG. 22